

# Johnnie Walker Malaysia

## Company Background

Johnnie Walker is the world's No. 1 selling Scotch whisky, and one of leading global beverage company Diageo's key brands. The company has a Joint Venture with Mötet Hennessy in Malaysia that is responsible for marketing Johnnie Walker locally.

OgilvyOne Worldwide is a direct marketing and interactive advertising agency established in 1972 with over 150 offices in 30 countries.

## Objective

Johnnie Walker Malaysia ran a multi-platform integrated marketing campaign on their sponsorship of Formula One team Vodafone McLaren Mercedes, called "Step Inside the Black Circuit Lounge." It culminated in a star-studded race party held in the Malaysian capital of Kuala Lumpur over the Malaysia Grand Prix weekend. The Black Circuit Lounge campaign and iconic mega-event, the third of its kind since 2010, amplified the high-flying and sophisticated lifestyle associated with world motorsports, giving consumers insider access into the Vodafone McLaren Mercedes team and drivers. The official race party of the 2011 Malaysia Grand Prix, the Black Circuit Lounge delivered over £600,000 in public relations value coverage and

## Facebook Executive Summary

### Client:



### Agency:



### Objective:

Reinvigorate the Johnnie Walker Black Label brand as stylish and sophisticated through engagement with the Black Circuit Lounge campaign and mega-event

### Solution:

Use Facebook as the primary interaction platform for the Black Circuit Lounge campaign, creating a Facebook contest to win tickets to the event, promoted through Marketplace and Premium Ads

### Key Lessons:

- Facebook targeting can guarantee that ads are delivered to an age appropriate audience
- A localized campaign can inspire high levels of engagement with the right incentive for target consumers

*"I love how fluid the Facebook medium is, and how we can see consumer feedback almost instantly. The nature of consumer marketing is shifting in this direction, where brands converse with consumers rather than talk to them. I'm glad that we are on the cusp of that wave of change and even happier about the results of this campaign."*



**Charles Wright, Brand Manager, Johnnie Walker Black Label Malaysia**

counting, with regional TV spots on ESPN and E! News Asia. Overall, the campaign's objective was to reinvigorate the brand as contemporary, stylish and aspirational. Through Facebook, the company sought to build its fan base for its Johnnie Walker Malaysia Page and create awareness and engagement for the "Step Inside the Black Circuit Lounge" campaign.

"Our objective was to deliver an exceptionally integrated marketing campaign with all disciplines (ATL [above-the-line] advertising, PR, BTL [below-the-line] ground-activation, etc.) directing consumers to join our Facebook community and participate in a contest to win exclusive money-can't-buy tickets to our mega-event," says Charles Wright, Brand Manager for Johnnie Walker Black Label Malaysia. "Facebook served as a key point of amplification as well as campaign facilitation. We sought to recruit, engage, and reward our significant and rapidly growing Facebook community with an aspirational offer that our target consumer would connect with."

## Approach

To promote the Black Circuit Lounge campaign, Johnnie Walker Malaysia created a contest on Facebook offering consumers tickets for themselves and three friends to attend the event. Consumers sent in photos of themselves and their friends taken on a stylish night out along with 100 words on why they deserved to attend. This was the primary way that consumers could acquire tickets to the event (they were not for sale anywhere), as the rest were reserved for the crème de la crème of Malaysian society. The campaign ran from February 24, 2011 until the date of the party on April 9, 2011.

The company promoted recruitment through a combination of Marketplace Ads and two Reach Blocks featuring Premium Ads for broad awareness. A Reach Block is a media buy on Facebook Home Pages and other premium locations that guarantees a marketer will reach 100 percent of its target audience over a

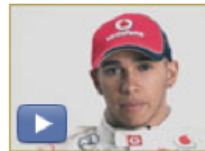
24-hour period. The ads were targeted at males over the legal drinking age in Malaysia, which is crucial to comply with for the alcohol industry.

During the course of the campaign, the local team posted frequent status updates on the Johnnie Walker Malaysia Page with various types of assets (links, photos, videos, status, etc.) and provided exclusive looks inside the world of Vodafone McLaren Mercedes. To make the Black Circuit Lounge Party more enticing, the company surprised local celebrities with a hand-delivered bespoke invitation, presented in person by a representative dressed as the iconic striding man so prominently featured on Johnnie Walker products and advertising for over 100 years. Posts with photos of these celebrities receiving their invitations were particularly engaging for their wider Facebook Page community.

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### Be invited by Hamilton



Lewis invites you to the Johnnie Walker Black Circuit Lounge. "Like" our page for passes to the ultimate V-VIP race party on 9 April.

You like Johnnie Walker Malaysia.

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### Johnnie Walker Malaysia



Be served by the Johnnie Walker brand ambassadors at Black Circuit Lounge this 9 April. By invitation only, Like our page now.

You like this.

Sponsored

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### V-VIP party passes



Experience F1 glamour at the Johnnie Walker Black Circuit Lounge. Lewis Hamilton invites you to win exclusive passes before 27 March.

You like Johnnie Walker Malaysia.

## Results

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- At the end of the campaign, the Johnnie Walker Malaysia Page had 29,830 fans, a 39 percent increase on the base. This was 15 percent ahead of the company's target figure. With Friends of Connections Targeting, Johnnie Walker Malaysia could reach more than 8.5 million friends of these fans.
- Engagement rates for the Reach Blocks were as high as 1.09 percent (relevant industry average is 0.1 percent)
- 8,136 campaign interactions achieved on the Facebook Page, including 7,229 Likes on content
- 1,167 percent increase in unique Page views over the campaign period versus the previous non-campaign period
- The Black Circuit Lounge campaign had 191 submissions and 50 winners of 4 tickets each

“This campaign delightfully reinforced what we are doing right with our campaign strategy and Facebook content while reminding us of the fluidity of social media marketing,” says Charles. “The results totally over-delivered on targets that were already a stretch, and yet we still discovered a huge amount of learnings that we can apply moving forward.”

## The Future

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Charles says the recent Black Circuit Lounge campaign gave Johnnie Walker Malaysia valuable new consumer insights, particularly through Facebook. Thanks to the instant feedback available on Facebook, Charles says the brand can now confidently identify what aspects of Johnnie Walker's partnership with Formula One team Vodafone McLaren Mercedes that its target audience is mostly interested in. The brand was also able to successfully test that a fully funded integrated marketing campaign centered around Facebook amplification can work efficiently to drive campaign awareness and word of mouth at scale. “Thus, we will optimize our future campaigns based on recent content and execution learnings, while using analysis tools to sharpen the Johnnie Walker Malaysia Page's effectiveness as a key communications medium,” he says.